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# The Strange Death of the British Motorcycle Industry (Paperback)

#### By Steve Koerner

Crucible Books, United Kingdom, 2013. Paperback. Condition: New. New ed. Language: English . Brand New Book. The British motor cycle industry once stood at the top level of world production . BSA, Ariel, Norton, Triumph, Matchless and Vincent led the world in design, technology, and popularity. After 1945, when the German industry failed to develop, British bikes continued to be untouchable both on the racetrack and in the showroom. Then it all began to go horribly wrong. Lucrative overseas markets began to decline, and foreign scooters tore into the UK market. At the same time, rates of motorcycle accidents rose and many British consumers were deciding to buy cars instead of two-wheelers. Finally there came a whirlwind from the East, as fierce competition arrived from innovative, sophisticated and more mechanically reliable Japanese machines. By the early 1970s, with alarming rapidity, the British motor cycle industry had all but disappeared. REVIEWS Of interest to motorcycle enthusiasts and students of the history of technology, this volume on the British motorcycle industry examines the dominance of the English industry in the early years of motorcycling and explores the dramatic effects of Asian competition on the industry in the 1960s and 1970s that led to its steep...



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